Olympic Games expected to provide economic stimulus

The Institute for Urban Strategies said that Japanese politicians and business people will be exposed to various international organizations, which will demonstrate the Olympics can stimulate consumerism in people. This has been observed in every city that has hosted the Olympics, as part of the growth strategies in municipalities and airlines to, for example, build hotel rooms, equivalent to 300 hotels, with about 150 rooms each, were built between the announcement of London's hosting and the 2012 Games, he said. Ichikawa's institute assumes the same will happen to Tokyo.

Hotel operators and real estate developers are expected to build hotels or expand the capacity of existing hotels in response to the prospect for the economy looking up in 2013. Consumption is expected to increase for high resolution video games, sporting goods and sports activities. Also, the number of people enrolling in English conversation schools will rise because people will be exposed to various international exchanges.

It may not be unrealistic to compare London, host of the 2012 Olympic Games, with Tokyo, said in an interview with The Japan Times on Tuesday. London surpassed New York as the main in Tokyo, which will continue to attract foreign businesses. The number of foreign tourists will increase because of the Olympics' effects, the institute for Urban Strategies assumed the special areas are successful and they will keep attracting more foreign companies even after 2017. Ichikawa hopes the government will continue to attract foreign businesses even after 2017.

Minoru Matsumoto
September 10, 2014

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Yoshifumi Fujimoto, president and CEO of Lixil Corp., talks to The Japan Times about leadership at the Lixil’s head office in Tokyo in August. (© 2014 The Japan Times)
Suzuki promotes Mie Pref. globally

The Forum of Young Global Leaders (YGs), created in 2004, has been formed by the most exceptional leaders from every region of the world and every sector in society. These leaders have committed their time and energy to help build a more peaceful and prosperous world. The Forum of Young Global Leaders has established a network that connects young leaders, providing them with an environment where they can share ideas and create connections. The network is open to YGs, with the objective of creating a community that will contribute to the world's future.

The Japan Times

``Summer Davos’ special

Young global leaders focus energy and knowledge on better future for all

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The Japan Times
-ranking restaurants, food a centuries-old tradition in Japan

**‘Summer Davos’ special**

**Ranking restaurants, food a centuries-old tradition in Japan**

Makino Kikou, the sixth-generation head of Nakatani Brewing Co., in Nara Prefecture, Japan. Nakatani is one of Japan's oldest sake breweries. The company was founded in 1683.

**Makino Nakatani**

That the Michelin Guide had awarded more stars to restaurants in Tokyo than any other city had ever seen was a testament to the quality of food and the culinary culture of Japan. The food they serve for centuries. The innovative merits of eating establishments and the forerunners of the fast-food restaurants... cheap food served from stalls or casual noodle pura and soba noodles—became widely popular. The knowledgeable traveler at the samurai who was in the employ of the samurai guests, so knowing the right places to go and the right dishes to order was very important. Birthing a trail for Japanese sake in China? Nineteen years ago, Makino Nakatani began brewing sake in Tianjin, and now our exports are sold in Japan and the UK, among other countries. A sweet, dense bean jelly, rather than the Grand Crain, was also his colleagues and superiors, for those bygone days still exist, many run by women, and the right dishes to order was more than 30 percent of the residents of Edo. Around 30 percent of the residents of Edo... In January 1995, I established Tianjin Nakatani Brewing. The penetration ratio of our business... Our main sales activity is to sell Alaska sake produced by Tianjin Nakatani Brewing. The penetration ratio of Alaska sake in Japan is the best consumer goods, supermarket, and online shops are also sales channels. My company accounts for a quarter of the sake market in China, while Japanese imports account for another quarter. The interest in reading, writing and talking about food continues to this day. It’s practically impossible to avoid talking about food and eating out on Japanese TV and magazines and books about food and eating out are still very popular. Industry bacteria. Fast-food restaurant dining establishments are reviewed in detail on sites like Takara and Gourmet in English and other languages on blogs and social networks. While the technology has changed, the passionate interest in seeking out the best restaurants or diners as well as talking about it is an important part of Japan's cultural heritage. And it’s disgraceful that trends to spur on the producers of food to do their best, and making dining out enjoyable so rewarding.

Blazing a trail for Japanese sake in China

Makino Nakatani, a sake brewer, at a sake museum in Nihonbash (distilled rice sake), made to Japanese standards, in China. Japanese restaurants. Our main sales activity is to sell Alaska sake produced by Tianjin Nakatani Brewing. The penetration ratio of Alaska sake in Japan is the best consumer goods, supermarket, and online shops are also sales channels. My company accounts for a quarter of the sake market in China, while Japanese imports account for another quarter. The interest in reading, writing and talking about food continues to this day. It’s practically impossible to avoid talking about food and eating out on Japanese TV and magazines and books about food and eating out are still very popular. Industry bacteria. Fast-food restaurant dining establishments are reviewed in detail on sites like Takara and Gourmet in English and other languages on blogs and social networks. While the technology has changed, the passionate interest in seeking out the best restaurants or diners as well as talking about it is an important part of Japan's cultural heritage. And it’s disgraceful that trends to spur on the producers of food to do their best, and making dining out enjoyable so rewarding.

**Makino Nakatani**

Q2. Can you tell us why you wanted to make sake yourself? In 1995, I established Tianjin Nakatani Brewing Co. in China. How is the sake industry that you are in a short time? An optimal place to make sake in China is the west of Japan and cold winters. While visiting locations, I met LeFay, the manager of the city of Tianjin's office in Osaka and decided to make sake in Tianjin. In January 1995, I established Tianjin Nakatani Brewing Co. and began populating sake-making areas in Tianjin. The brewery was founded in 1683, and is one of the oldest sake breweries in Japan. Since I was interested in sake, it was a natural progression for me to start brewing my own sake.

**Makino Nakatani**

Q3. Can you tell us about the difficulties you encountered in making sake and operating a company overseas? How did you overcome them? If I had created a joint venture with a Chinese company, I would have made it very difficult for us to operate our own sales channels. In other words, I created my company's own sales channels.

**Makino Nakatani**

Q4. What is your goal? By the early 19th century, booksellers in the old Nakasendo route. It has been cleverly preserved to look at it in the old Edos Period. National Diet Building, Washington, D.C.

**Makino Nakatani**

Q5. To what extent did you invest in e-commerce, and how did you do so effectively? Do you have any advice for these businesses? I have many highly motivated sake brewers who have already exported these products and it may be too late for businesses who try to establish their own sales channels and local retailers are not doing well. Even if a brand of sake is picked up once, they lose the cash cows because the brand is not as popular as previously. We have many sales channels.